

ABSTRACT

A method, computer program product and system for selling products over an electronic network. The method includes the steps of identifying a user and transmitting a user specific order entry form to the user. The order entry form includes at least one user specific product, a user specific price for each product, and a quantity entry field for each product. The seller receives a quantity of each product entered into the quantity entry field by said user and transmits a shopping cart that includes each product selected by the user. The customer then confirms that the order is correct and sends an instruction to the process an order, which is received by the seller and acted upon.

10